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## VICTROLAS

*The Spirit Back of  
Landay Victrola Service*

IF LANDAY'S merely "sold Victrolas" we would undoubtedly still be in the same upstairs store in which we started 17 years ago.

It is the whole-hearted desire to render service—the best Victrola Service offered anywhere—which is responsible for Landay Leadership.

Our four present large stores, including the new handsome Landay Temple of Victrola Music, are visible evidence of New York's unqualified approval of the "Spirit Back of Landay Victrola Service."

Whether it be the selection of a new Victrola, or the choosing of records for a little Victrola concert at your home, Landay's is able and glad to be of service.

Let us help you get the greatest possible enjoyment from your Victrola.

### Special Terms:

**\$5** will place this \$100 Victrola with \$5 in records (total \$105) in your home. Balance in small weekly or monthly payments. Other Victrolas \$15 to \$400 on easy terms.

*"New York's Leading Victrola Stores"*

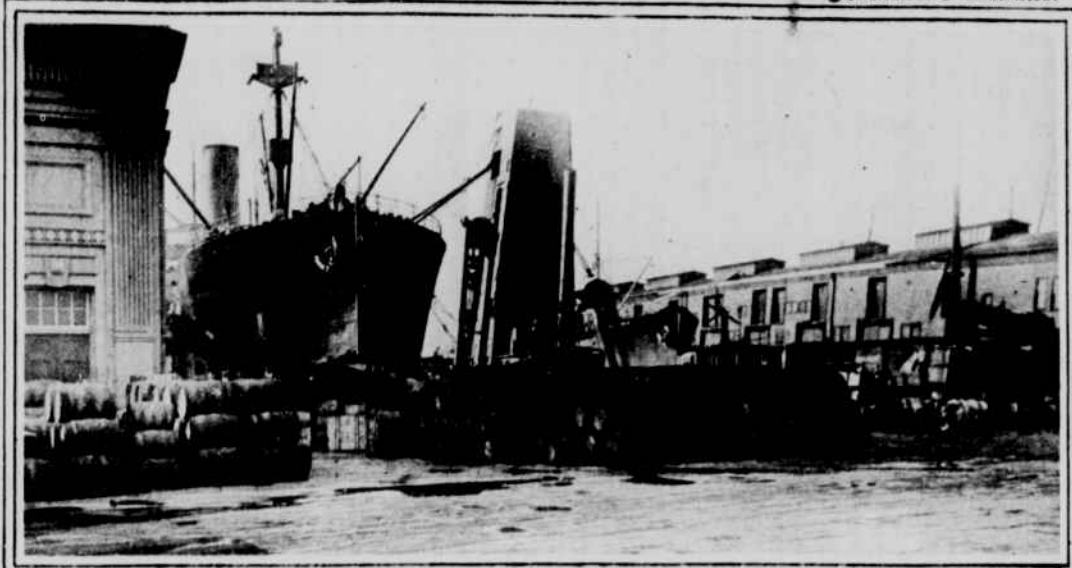
# Landay

4 Stores BROS. INC.  
563 5th Ave. 427 5th Ave. 23 W 42nd St. 27 W 34th St.  
COR. 46 ST. BET. 38 & 39 STS. BET. 5 & 6 AVES. BET. 5 & 6 AVES.

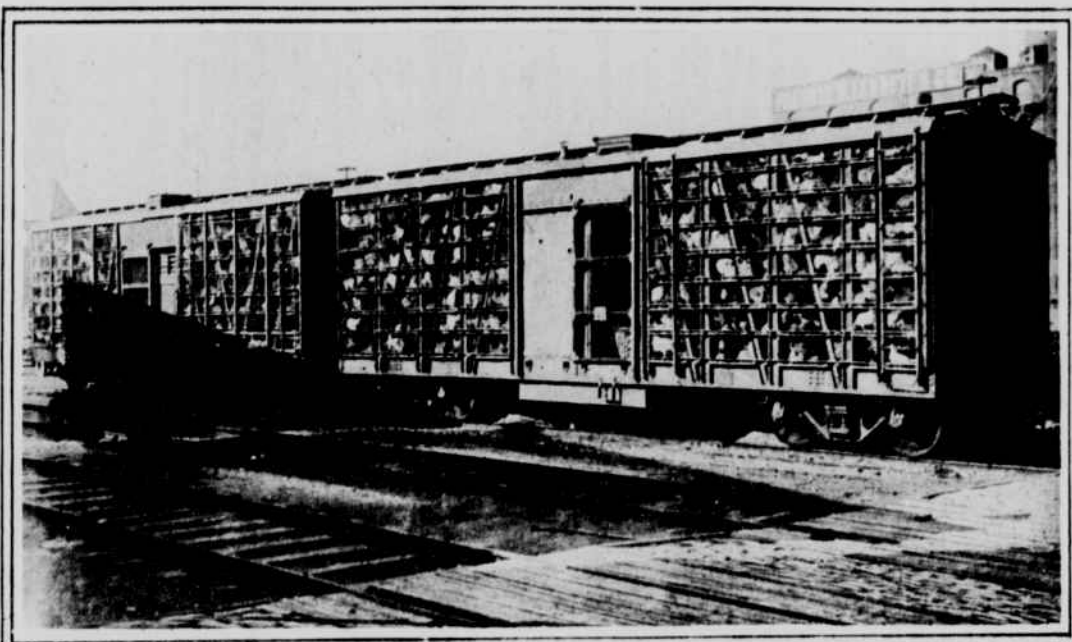
Landay Temple of Victrola Music  
23 West 42d Street Open Evenings.

## NEUTRALITY vs. SHIPPING

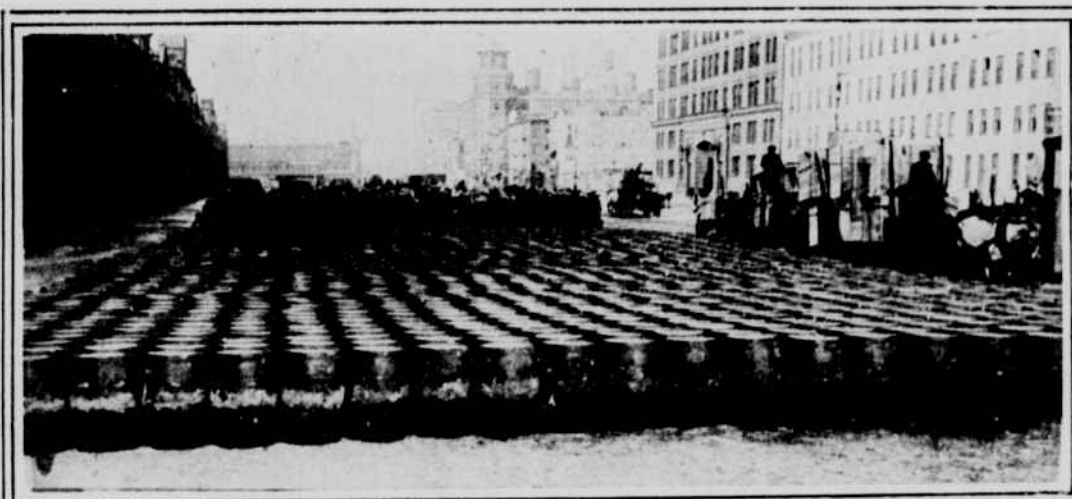
© Underwood & Underwood.



If the shippers and export brokers were asked their opinion of the "Armed Neutrality" policy, with one accord they would say: "Be neutral, if you can; but at any rate, be armed." For them the present tie-up is serious. One of its results can be seen almost anywhere along the Hudson River front. Here at the foot of West 24th Street are barrels of herring piled up awaiting shipment.



Shippers in the West have been asked to send no more goods east until conditions here have been somewhat relieved. They can't, of course, on account of the railroad tie-up—but in the meantime, what's going to become of these carloads of chickens held up in the freight yards?



Barrels and bales and boxes, thousands of them, have made West Street, always congested with traffic, almost impassable. These barrels—we haven't counted them—contain cotton-seed oil to be shipped abroad.

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## WISSNER PIANOS

A Piano of the Highest Artistic Class, used and endorsed by the World's Foremost Artists and Musicians.



WISSNER  
WAREROOMS:  
55-57 Flatbush  
Ave., Brooklyn.  
53 East 34th St.  
New York City  
Warehouses in Newark  
Jersey City and  
other centres

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## Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York  
PHONE 6900 GREELEY



Authentic Spring Fashions

### Misses' Tailored Suits

SIZES 14 to 20 YEARS

No. 228—Misses' Braid-bound Navy Serge Suit, with pointed collar, wide belt slashed to form two strap belts in front; over-collar of beige broadcloth; cuffs, pockets and back of belt trimmed with simulated button holes piped with beige broadcloth or bound with black silk braid; skirt with new oblong pockets. **Special 48.00**

No. 225—Misses' Wool Jersey Suit, in French gray, tan, copper, green, gold, emerald, Chinese blue or rose; pleated back coat with pockets, pointed cuffs and belt trimmed with slot seams bound in self color wool Jersey, white wool Jersey over-collar; shirred top skirt with large pockets trimmed with slot seams, tinted bone buttons to match. **Special 38.00**

HATS and SHOES, illustrated, from our shops  
Prices upon application

### Spring and Summer Style Book, "CORRECT DRESS"

Illustrating Everything in Ready-to-Wear Apparel for Women, Misses, Girls, Boys, Children and Infants.

Mailed out-of-town upon application to Dept. "C."

## A Garden Full of Gladioli for \$1.00

The Gladiolus is one of the most satisfactory flowers grown because it blooms continuously when it is cut and put in water, just as well as when in the ground. There is no reason why every family cannot enjoy this grand flower—it is as easy to grow as the potato. You can have them in bloom from July to frost if you plant a few bulbs each month from April to July. For only ONE DOLLAR we will send 75 bulbs of our Grand Prize Mixture, which covers every conceivable shade in the Gladiolus kingdom. Last year we sold thousands of these bulbs and have received numerous testimonials as to their merits. ORDER YOUR BULBS NOW so as to have them to plant when you begin making your garden. Simple cultural directions in package. Mail this advertisement with Check, Money Order, Dollar Bill or Stamp, or present at our store, and secure this splendid collection of Gladiolus Bulbs for ONLY \$1.00, sent prepaid anywhere in the U. S. with our 1917 Spring Catalogue.

Stump & Walter Co.

30-32 Barclay Street (T)

NEW YORK

### The Suvio Heat and Light



is very ornamental and beautifully designed, convenient to handle, and consumes 4 feet gas per hour, while 1000 ft. of gas costs 15¢. To continue 70¢ we offer for the rest of the season \$1.75 at \$1.25. genuine without SUVIO name on top. Every where, or direct SUVIO, 609 E. 161st St., near Jackson Ave. Tel. 4254 Melrose. Will send out of town prepaid on receipt of price.

## SWIMMING GUARANTEED

In ten private lessons Money Refunded if We Fail Water heated, filtered and sterilized continuously. Booklet O or Phone River 440. Tappan Gym. & Swimming School Broadway & 56th St.

## Austin, Nichols & Co's SUNBEAM COFFEE

Guaranteed to please you perfectly, or you can take it back and get your money. An actual test will prove its surpassing excellence. Order some from your grocer to-day and try it.



One whiff of the aroma from a steaming cup and your whole being thrills with the desire to get at it and consume it. It is so tantalizing, appetizing and delicious.

## CAFE des BEAUX-ARTS 80 West 40th Street Paris in New York